

Fashion Calendar

1949

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1/10/49

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, JANUARY 9, 1949</u>			
Sunday Jan. 9 11:00 A.M. Brunch	SPECIAL BRUNCH FOR VISITING EDITORS The National Shoe Institute will invite out-of-town editors to a brunch. By invitation only. Contact: Alice Dowd, J. Walter Thompson, MU. 3-2000.	NATIONAL SHOE INSTITUTE	RITZ CARLTON HOTEL CARLTON SUITE, 4TH FL.
Monday Jan. 10 2:30 P.M.	PRESS SHOWING OF SPRING MILLINERY "Decade in Mauve"--Spring millinery fashions by Anita Andra. Attendance by invitation. Contact Anita Andra, PL. 9-1822.	ANITA ANDRA	558 MADISON AVENUE SALON
Monday Jan. 10 4:00 P.M. Tea	"FIFTY YEARS OF DAYTIME FASHIONS" The press will be invited to a dress rehearsal of the daytime fashion show which will be part of the Golden Anniversary dinner program of the National Association of House Dress Manufacturers, to be held <u>Tuesday, Jan. 11, at 7:30 P.M.</u> Showing of Fashion Ballet of authentic oldtime costumes and their modern counterparts. Attendance by invitation. Publicity: Joan Klein, Fashion Advertising Co., BR. 9-5050.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Monday Jan. 10 4:30 P.M. Cocktails	SEMI-ANNUAL ACCESSORIES SHOW Accessories Fashion Show for local and out-of-town press, and department store executives. Showing at 5:00 P.M. Attendance by invitation, which must be presented at the door. Publ.: Ann R. Silver Assoc., MU. 7-8654.	ANN R. SILVER FOR LEAD- ING ACCESSORY DESIGNERS	HOTEL ROOSEVELT GRAND BALLROOM
Monday Jan. 10 5:30 P.M.- 7:30 P.M.	COCKTAIL PARTY FOR VISITING PRESS Primrose House will display new items which will be added to their Treatment Line. By invitation only. Publicity: Lola Christie, PL. 3-2939.	PRIMROSE HOUSE, INC.	379 PARK AVENUE SALON
Monday Jan. 10 7:00 P.M.	SPRING COLLECTION FOR VISITING PRESS Maurice Rentner will present his "Spring Collection in the Fifth Dimension" to the out-of-town press. Champagne buffet after the show. Attendance by invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM
Week Of Jan. 10	SHOWING OF SPRING HANDBAG LINE Advance Spring handbags and fashions in needlepoint will be presented to the press and trade. Publicity: Mrs. Dee T. Bass, MU. 3-0844.	J. JOLLES STUDIOS, INC.	33 EAST 33RD STREET SHOWROOM
Week Of Jan. 10	SHOWING OF INFANTS' AND TOTS' COLLECTION Showing for press and trade of hand-finished, hand-embroidered fashions for infants and tots by Orloff. Publicity: Dee T. Bass, LA. 4-8618.	INTERNATIONAL NEEDLECRAFT	10 WEST 33RD STREET 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of Jan. 10	SPRING BAG SHOWING FOR VISITING EDITORS The Spring and Summer line of Bags by Josef will be shown to the out-of-town press. Publicity: Nona James, VO. 5-3440.	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	30 EAST 33RD STREET SHOWROOM
Week Of Jan. 10	WARM WEATHER OPENINGS GUILD SHOE LINES The member firms are: Beleganti, Inc.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft); Setroy, Inc. (Seymour Troy); M. Wolf's Sons, Inc.; Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Sec'y, 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MFRS.	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Beginning Monday Jan. 10	OPENING OF SPRING BLOUSE COLLECTION Vanity will feature Scatterpin Blouses in washable crepe and new colors, with scatterpins from Coro and Benedict; and Plunging Neckline Blouses in tissue faille crepe. Contact: John Sobel, CH. 4-2500.	VANITY BLOUSE AND SPORTSWEAR, INC.	525 SEVENTH AVENUE SHOWROOM
Beginning Monday Jan. 10	OPENING OF SPRING HANDBAG COLLECTION Evans handbag line will be open, as well as extensive metal collection, consisting of Compacts, Cigarette Cases, Lighters, Carryalls. Publicity: Dorothy Portser, MU. 9-8620.	EVANS CASE COMPANY	33 EAST 33RD STREET SHOWROOM
Monday Jan. 10- Jan. 13	NATIONAL LINGERIE AND NEGLIGEE SHOW First presentation of lingerie and negligees, to enable retailers to view every phase of the lingerie market. Lighting and production by Abe Feder. Daily showings at 3:00 P.M. and 8:30 P.M. Attendance by invitation only. Fashion coordinator and publicity: Mildred Kaldor, MU. 9-5420.	LINGERIE & NEGLIGEE INDUSTRY	71ST INF. REG. ARMORY PARK AVE. & 34TH ST.
Monday Jan. 10- Jan. 14	THIRTY-EIGHTH ANNUAL CONVENTION "Democracy Works Here" is the general theme of the NRDGA Convention this year. There will be thirty-three sessions, with meetings for management, controllers, personnel executives, store managers, sales promotion and advertising directors. Contact: NRDGA, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N	HOTEL STATLER (FORMERLY HOTEL PENN.)
Tuesday Jan. 11 8:00 A.M. Breakfast	SHOWING OF FASHIONS FOR LITTLE PEOPLE Showing for the out-of-town press of embroidered fashions for children by Schiffli. By invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Tuesday Jan. 11 9:45 A.M. Going On	FOURTEENTH BRIDAL BUSINESS CLINIC Brides House, Inc., announces "The Bride's Magazine" Fourteenth Bridal Business Clinic, at the Crystal Gardens and Grand Ballroom of the Ritz-Carlton for the entire day. In addition to a series of informative business sessions, the program includes a luncheon in the Grand Ballroom, featuring John Gerald as speaker; a Home Furnishings Show; and will be climaxed by a Fashion Show ending at 4:15 P.M. A cocktail party will follow until 5:30 P.M. Attendance by invitation, to retailers only, from leading stores, coast to coast and Canada; and resident buyers. Contact: Alice Rydell, MU. 2-1490.	THE BRIDE'S MAGAZINE	RITZ-CARLTON HOTEL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 11 9:00 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Semi-Annual forum of the MMEA with fashion, merchandising and business experts discussing trends, problems and developments. Virginia Pope, fashion editor of the N. Y. Times, will again direct the clinic. Attendance by invitation only. Publicity: Ruth Weintraub, PL. 3-2117.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA
Tuesday Jan. 11 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. John introduces his "Let It Go To Your Head" Spring millinery collection in his new building. For New York press, by invitation only. Publicity: Peter Brandon or Debra Griffith, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Tuesday Jan. 11 12:15 P.M. Luncheon	SPRING COLLECTION FOR VISITING PRESS Paul Parnes will present his Spring dress and suit collection to the out-of-town press. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., 341 Madison Avenue, MU. 9-1630.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 11 2:00 P.M.	SPRING COLLECTION FOR VISITING PRESS Capri will present their Spring collection to the out-of-town editors. Attendance by invitation only. Publicity: Elsie Brandt, WI. 7-7430.	CAPRI	1372 BROADWAY SHOWROOM
Tuesday Jan. 11 3:00 P.M. Cocktails	SPRING MILLINERY FASHION SHOW Showing of Parisian Millinery in Crinolin patterns and ready-to-wear models. By invitation only. Contact: LU. 2-2396.	CECILE GERTRUDE KRETZ	45 WEST 46TH ST. SALON
Tuesday Jan. 11 4:00 P.M. Cocktails	PRESS PREVIEW: NEW COTTON COLLECTION "Cottons Are in the Picture Again for 1949" -- new cotton collection by Jerry Parnis. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 11 5:00 P.M. Cocktails	ADVANCE COLLECTION FOR VISITING PRESS Joseph Halpert will show his complete Advance Collection, including a special group of dresses designed by Jacques Fath and manufactured by Joseph Halpert. For local and out-of-town press, by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEPH HALPERT	ST. REGIS HOTEL ROOF
Tuesday Jan. 11 6:00 P.M.	MILLINERY SHOWING FOR VISITING EDITORS Mr. John opens his new building with a press preview of his "Let It Go To Your Head" Spring collection. Attendance by invitation only. Publicity: Peter Brandon or Debra Griffith, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Tuesday Jan. 11 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. Dinner and show: \$17.50 (inc. tax); Mezzanine: show only, \$8.50 (inc. tax). Show at 8:30 P.M. For tickets, contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 12 7:45 A.M. Breakfast	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Presentation of Spring millinery for out-of-town press only. Attendance by invitation only. Publicity: Mary Kelley, LU. 2-2250.	MILLINERY FASHION BUREAU	HOTEL COMMODORE
Wednesday Jan. 12 9:30 A.M. Breakfast	PRESS PREVIEW OF COTTON COLLECTION Sigmund Crane presents his collection of "Carefree Cottons" by a leading American designer, to retail from \$20.00 to \$30.00. By invitation only. Out-of-town press invited. Publicity: Ruth Hammer Associates, EL. 5-6043.	SIGMUND CRANE	498 SEVENTH AVENUE SHOWROOM
Wednesday Jan. 12 1:00 P.M. Luncheon	HAIR STYLES & HATS AT LUNCHEON SHOW Showing of "Spring Headlines" -- hair styles by Bernord Az Guro and hats by Emme, during luncheon. (Repeat showing by Guro on Saturday, Jan. 15). Press by invitation. Public by reservation. Guro Publicity: Aileen Guthridge, CI. 7-4238. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	BERNORD AZ GURO; & EMME	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 12 4:00 P.M. Cocktails	SPRING MILLINERY & SPRING COIFFURES Preview of Spring Millinery fashions by Florence Reichman, coordinated with M. Louis Fashion Forecasts of Spring Coiffures. For local and out-of-town press. By invitation only. Contact at Florence Reichman: Miss Jacqueline, PL. 8-1525; M. Louis Publ.: Aileen Platt, WI. 7-9428.	FLORENCE REICHMAN; & M. LOUIS	1 WEST 57TH STREET SALON
Wednesday Jan. 12 4:30 P.M. Cocktails	"TWO WEEKS WITH PAY" FASHION SHOW Preview of the May 1949 issue of Charm Magazine, based on the theme, "Two Weeks With Pay". For personnel of Charm tie-in stores, retail buyers, executives. By invitation only. Contact: Eloise Ray, MU. 3-8910.	CHARM MAGAZINE	HOTEL PLAZA GRAND BALLROOM
Wednesday Jan. 12 5:00 P.M. Cocktails	COCKTAIL SHOWING OF "BIJOUX DE PRINTEMPS" Presenting the Spring Collections of both La Tausca pearls and jewelry by Dorel, coordinated with new ready-to-wear fashions. Showing promptly at 5:30 P.M. For trade and press, by invitation only. Show coordinator: Helen Faith Keane. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER	HOTEL AMBASSADOR AMBASSADOR GARDENS
Wednesday Jan. 12 5:00 P.M. 7:00 P.M. Cocktails	PREVIEW OF NEW LINGERIE Seamprufe, Inc. will present their new Spring line of lingerie in a continuous showing at a Calypso Carnival for the visiting and N.Y. press. <u>Trade invited from 7:00 P.M.</u> Attendance by invitation only. Publicity: Billi Rubin, Wesley Associates, MU. 6-7077.	SEAMPRUFE INC.	412 FIFTH AVENUE SHOWROOM
Wednesday Jan. 12 6:15 P.M. Cocktails	SHOE FASHION PREVIEW FOR VISITING PRESS Preview of late Spring & Advance Summer fashions by I. Miller for out-of-town and local press. By invitation only. Publ.: Mildred Held, ST. 4-7800.	I. MILLER	689 FIFTH AVENUE SALON
Wednesday Jan. 12	NEW GROUP OF DRESSES BY DAVID WESTHEIM Continuous showings of special group of "Answer-to-a-Prayer" dresses, designed for Spring-into-Summer wear. Publ.: Stephanie Frey, MU. 5-0863.	DAVID S. WESTHEIM	1400 BROADWAY SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 12	PRESS PREVIEW OF NYLON COLOR MOVIE "This Is Nylon", a 29-minute color film, the first to be devoted entirely to nylon, its development, and textile uses, will be presented to the press at the auditorium of the Chanin Bldg., 50th floor. Showings at 9:30 A.M., 12:15 P.M., 1:45 P.M., 3:00 P.M., 4:00 P.M., 4:45 P.M., and 5:30 P.M. Cocktails from 4:00 P.M. to 6:00 P.M. Attendance by invitation only. Contact: Blanche Gaillard, Public Relations Dept., LO.3-6400, Ext.375.	DU PONT COMPANY NYLON DIVISION	CHANIN BUILDING 122 EAST 42ND STREET
Wednesday Jan. 12 9:30 P.M.	SIXTH ANNUAL TOBE AWARD Presentation of Sixth Annual Tobe Award for Distinguished Contribution to American Retailing. A crystal plaque will be presented to the Award winner, who will be honored for his contribution to progressive social and economic thought and action on the part of American business. Attendance by invitation only. Contact: Beatrice Cannon, Sec'y of Arrangements, CH. 4-1219.	TOBE AND ASSOCIATES, INC.	RITZ CARLTON HOTEL CRYSTAL GARDENS
Thursday Jan. 13 8:00 A.M. Breakfast	"TIME FOR RIBBON" FASHION SHOW Breakfast showing for visiting editors with a presentation of fashions in ribbon. Attendance by invitation only. Publ.: Dora Miller, LO. 3-4285.	RIBBON ASSOCIATION	LONGCHAMPS B'WAY & 41ST STREET
Thursday Jan. 13 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. Fred Frederics of John Frederics, Inc., will present his Spring millinery collection to the N. Y. press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Thursday Jan. 13 12:15 P.M. Luncheon	PRESS PREVIEW: "WHEN WE WERE VERY YOUNG" Richard Hudnut will invite local and out-of-town press to luncheon for a dramatic presentation of "When We Were Very Young", directed by Ann Delafield. By invitation only. Publicity: Marion Hammon, WA. 4-7700.	RICHARD HUDNUT	HOTEL PLAZA GRAND BALLROOM
Thursday Jan. 13 2:30 P.M.	PRESS PREVIEW OF SPRING MILLINERY Preview of Spring millinery fashions by Helen Liebert for N. Y. press and buyers. By invitation only. Contact: Mildred Newton, PL. 3-2936.	HELEN LIEBERT	ATOP 19 W. 57TH ST. SALON
Thursday Jan. 13 2:30 P.M.	FOURTH ANNUAL BRIDAL CLINIC Annual clinic for bridal consultants, bridal dress buyers, publicity people, display people, and merchandise managers of Mademoiselle's tie-in store across the country. The clinic will be followed by a wedding reception. Attendance strictly by invitation. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.	MADemoisELLE	HOTEL ROOSEVELT GRAND BALLROOM
Thursday Jan. 13 4:00 P.M. Cocktails	SPRING AND SUMMER FASHION SHOW "The American Scene-Summer 1949"--showing for the press and trade of McKettrick Classics, Briefs (for 5'5" and under), and Maternity Fashions. Attendance by invitation only. Contact: Sheila Hawkins, WI. 7-4438.	McKETTRICK-WILLIAMS, INC. (1350 BROADWAY)	RITZ-CARLTON HOTEL CRYSTAL GARDENS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 13 4:00 P.M. Cocktails	MILLINERY SHOWING FOR OUT-OF-TOWN EDITORS Laddie Northridge will present his Spring millinery to the out-of-town press. By invitation only. Publicity: Elizabeth Maher, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Thursday Jan. 13 4:00 P.M. Cocktails	CUSTOM-MADE FASHIONS AND SPRING MILLINERY Lilly Dache will present her custom-made and Spring millinery to the local press. (Showing for out-of-town press at 5:30 P.M. See announcement below). By invitation only. Publ.: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Thursday Jan. 13 4:30 P.M.- 7:30 P.M. Cocktails	PRESS & TRADE SHOWING OF SPRING COLLECTION NBC radio and television personalities will be starred in the presentation of Rojay's line of blouses and sportswear aboard the S.S. Santa Rosa. Commentator: Jane Pickens. Admission by invitation only. Publicity for Rojay: Renee Isaacs, Jack Berman Co., MU. 9-1546. NBC Publicity: Betty Foulk, CI. 7-8300.	ROJAY BLOUSE AND SPORTSWEAR CO.	S. S. SANTA ROSA GRACE LINE
Thursday Jan. 13 4:45 P.M. Cocktails	"THE SUN SHINES": SPRING FASHION PRESENTATION The labeled lines of Mayflower, Amerisport, and Nan Scott Juniors will present their new Spring collections to the press and trade. Attendance by invitation only. Contact: Fred Minchenberg, LA. 4-8841.	MAYFLOWER DRESS CO.	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Thursday Jan. 13 5:30 P.M. Cocktails	FASHIONS AND MILLINERY FOR VISITING PRESS Showing for the out-of-town press of Lilly Dache's new collection of custom-made fashions and Spring millinery. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Thursday Jan. 13 8:30 P.M.- 9:15 P.M.	R.M.S. CARONIA FASHION SHOW The Caronia maiden voyage arrival in N.Y. will be feted by a Press Reception aboard ship with a Spring cruise fashion show featuring N. Y. designers and presenting "Caronia Green" and "Cunard Red". Attendance by invitation only. Fashion Publicity: Claire A. Wolff, LO. 4-7230. Cunard White Star Publicity: William J. Mulligan, BO. 9-5300.	CUNARD WHITE STAR LINES	PIER 90 WEST 50TH STREET
Thursday Jan. 13- Jan. 14	FIRST ANNUAL HOSIERY EXPOSITION Retailers, buyers and merchandisers of hosiery will attend the 3rd annual hosiery forum and the first annual hosiery exposition. There will be 52 hosiery exhibitors, occupying 57 booths. Contact: Walter Keefe, MU. 5-0375.	HOSIERY INDUSTRY WEEKLY	WALDORF-ASTORIA GRAND BALLROOM
Friday Jan. 14 8:00 A.M. Breakfast	JUNIOR FASHIONS FOR VISITING PRESS Virginia Spears Junior Fashions for Spring will be presented to the out-of-town press. By invitation only. Publicity: Dora Miller, LO. 3-4285.	VIRGINIA SPEARS JRS.	LONGCHAMPS B'WAY & 41ST STREET
Friday Jan. 14 11:00 A.M.	SPRING FASHIONS FOR VISITING PRESS Anna Miller will present her fashions for Spring to the out-of-town press. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 14 12:00 Noon Luncheon	SPRING COLLECTION FOR VISITING PRESS Presentation of the Varden Petite Spring Collection to the out-of-town press. Attendance by invitation only. Publicity: David Rand, Roy S. Durstine, CI. 6-1400.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM
Friday Jan. 14 12:30 P.M. Luncheon	LUNCHEON FOR VISITING PRESS Coty will invite the out-of-town editors to a special luncheon. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	COTY, INC.	WALDORF-ASTORIA PERROQUET SUITE
Friday Jan. 14 3:00 P.M.	DIOR-N.Y. SHOW FOR VISITING PRESS The out-of-town press will be invited to a preview of Monsieur Christian Dior's first American Collection, presenting Spring fashions. Attendance by invitation only. Publicity: Mrs. Ellen Engel, PL. 7-2024.	MONSIEUR CHRISTIAN DIOR- NEW YORK	730 FIFTH AVENUE SALON
Friday Jan. 14 3:30 P.M.	PRESS SHOWING OF SPRING HANDBAGS Richard Koret will present his Spring handbag collection to the local fashion press. (Showing for out-of-town press at 5:00 P.M. See announcement below). By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	KORET	ST. REGIS HOTEL LOUIS XVI SUITE
Friday Jan. 14 4:00 P.M. Cocktails	PRESS PREVIEW OF YOLANDE LINGERIE Yolande's collection of handmade lingerie for Spring will be presented to the out-of-town and local fashion press. Included in the showing will be new fabrics, colors, and couture designs. Attendance by invitation only. Publicity: Forth Miller Associates, MU. 3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM
Friday Jan. 14 4:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS Annual cocktail party for the out-of-town and local press by Dan River Mills. Attendance by invitation only. Publicity: Jane Shipton, John A. Cairns, OR. 4-5600.	DAN RIVER MILLS	RCA BUILDING NORTH LOUNGE
Friday Jan. 14 5:00 P.M. Cocktails	HANDBAG SHOWING FOR VISITING PRESS Richard Koret will present his Spring handbag collection to the out-of-town press. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	KORET	ST. REGIS HOTEL LOUIS XVI SUITE
Friday Jan. 14 6:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING EDITORS Braagaard will present his Spring and Summer hats to the out-of-town editors in his new salon. By invitation only. Publicity: Burton Pell, PL. 3-0353.	BRAAGAARD	10 EAST 56TH STREET SALON
Friday Jan. 14 7:00 P.M. Dinner	SPRING FASHION SHOW FOR VISITING PRESS William Bass will present his Spring Collection at a dinner for the out-of-town press. By invitation only. Publ.: Laura Benham, PL. 5-3000.	WILLIAM BASS	SAVOY-PLAZA SAVOY ROOM
Saturday Jan. 15 8:30 A.M.	PRESS SHOW FOR VISITING EDITORS Andre d'Aulan will personally present his Spring collection to the out-of-town press. By invitation only. Contact: PL. 9-2320.	ANDRE d'AULAN, INC.	19 EAST 53RD STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Jan. 15 9:30 A.M. Breakfast	MILLINERY SHOW FOR VISITING EDITORS Semi-annual millinery fashion show and breakfast for the out-of-town press by Sally Victor. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Saturday Jan. 15 10:30 A.M.	SHOE FASHIONS FOR VISITING PRESS Delman's Spring shoe collection will be presented to the out-of-town editors. (Showing for local press on Monday, Jan. 17 at 2:00 P.M. See announcement on p. 9). By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	DELMAN	754 FIFTH AVENUE SALON
Saturday Jan. 15 11:30 A.M.	SPRING COLLECTION FOR VISITING PRESS Fira Benenson will present her Spring Dress Collection to the out-of-town editors. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	FIRA BENENSON	37 WEST 57TH STREET SHOWROOM
Saturday Jan. 15 12:30 P.M. Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Kane-Weill will have a luncheon and fashion show for the out-of-town press. Attendance by invitation only. Contact: Lloyd Weill, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM
Saturday Jan. 15 2:00 P.M.	MILLINERY SHOW FOR VISITING EDITORS Mr. Fred Frederics of John Frederics, Inc. will present his Spring millinery collection to the out-of-town press. Attendance by invitation only. Publicity: Mrs. Avi Von Ripper, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Saturday Jan. 15 3:00 P.M.	COATS AND SUITS FOR VISITING PRESS Molly of Levy-Blum will present her Spring coats and suits to the out-of-town press. By invitation only. Publ.: Eleanor Lambert, PL. 5-8580.	MOLLY OF LEVY-BLUM CORP.	WALDORF-ASTORIA JADE & BASILDON ROOMS
Saturday Jan. 15 4:30 P.M. Cocktails	SHOWING OF NEW HAIR STYLES FOR SPRING "Spring Headlines" -- repeat showing of Spring hair styles by Bernord Az Guro during the cocktail hour. Press by invitation. Public by reservation. Publicity: Aileen Gutheridge, CI. 7-4238.	BERNORD AZ GURO	LESLIE HOUSE 30 WEST 56TH STREET
Sunday Jan. 16 12:00 Noon Brunch	FASHION SHOW FOR VISITING PRESS Sylvan Rich will present Martini Diminutives and Martini Designed fashions to the out-of-town press at a fashion show and brunch. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DIMINUTIVES & MARTINI DESIGNED, INC.	DANIEL'S 53 EAST 54TH STREET
Sunday Jan. 16 5:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING PRESS Walter Florell will have a cocktail party for the out-of-town press and a showing of his Spring millinery. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	WALTER FLORELL	29 EAST 53RD STREET SALON
Beginning Monday Jan. 17	OPENING OF SUMMER COLLECTION Presentation of Spring cottons and sheers, designed by Lester Wicks. Showings daily at 10:30 A.M. and 2:30 P.M. Contact: PE. 6-0287.	KORY, JR.	1375 BROADWAY SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 17 8:00 A.M. Breakfast	BREAKFAST PREVIEW: SLEEPWEAR & SLIPS Dora Gottlieb introduces to the press her Resort, Spring and Summer collection of ribboned, ruffled, short and long gowns and matching slip and petticoat sets. The breakfast will honor Lucille Murphy, newly appointed South and Southwest sales representative. Attendance by invitation only. Publicity: Sylvia Leonard, Gussow-Kahn, MU. 9-0450.	DORA GOTTLIEB	HOTEL STATLER MANHATTAN ROOM
Monday Jan. 17 10:30 A.M.	PRESS PREVIEW OF SPRING SHOE FASHIONS Shoe collection for Spring by Delman will be presented to the N.Y. fashion press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	DELMAN	754 FIFTH AVENUE SALON
Monday Jan. 17 12:30 P.M. Luncheon	HOSIERY FASHIONS AT LUNCHEON SHOW Gotham will present Spring hosiery fashions at a luncheon show for the local and out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY	WALDORF-ASTORIA WEDGWOOD ROOM
Monday Jan. 17 4:00 P.M. Cocktails	PARIS-INSPIRED COTTON DRESSES The advance collection of Paris-inspired dresses by Tailortown (Wolfson & Greenbaum, 132 W. 36th St.) will be shown to the local and out-of-town press. (<u>Note change of date</u>). Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	TAILORTOWN	ST. REGIS HOTEL PENTHOUSE
Monday Jan. 17 5:00 P.M.	FASHION PRESS "GRIDIRON" PARTY "Gridiron" cocktail party for visiting editors. Strictly by invitation.	NEW YORK DRESS INSTITUTE	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Tuesday Jan. 18 11:00 A.M. and 2:00 P.M.	SHOWING OF SCARFS TO VISITING PRESS Brooke Cadwallader will present a showing of his Spring scarfs and Summer prints to the out-of-town press. Showing for local press at 2:00 P.M. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
Tuesday Jan. 18 3:00 P.M.	PRESS SHOWING OF SUMMER PLAYCLOTHES Cabana Beachwear Company will show their summer line of bathing suits, playclothes, sun-backs and separates to the press. Trade showings will begin on Jan. 25 at 9:30 A.M., 11:30 A.M. (at which time luncheon is served), and 3:30 P.M. Publicity: Jane Tissenbaum, LO. 3-0637.	CABANA BEACHWEAR CO.	1410 BROADWAY SHOWROOM
Tuesday Jan. 18 4:00 P.M. Cocktails	PRESS SHOWING OF NECKTIE DESIGNS Necktie designs from Paris, as well as special ties designed by Tina Leser will be presented by Signet. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	SIGNET TIES	16 EAST 34TH STREET SHOWROOM
Beginning Tuesday Jan. 18	OPENING OF SUMMER COLLECTION Press and trade showing of the del Mar Sportswear Summer collection, designed by Clifford. Publicity: Mildred Kaldor, MU. 9-5420.	DEL MAR SPORTSWEAR LTD.	1400 BROADWAY SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 19 12:30 P.M. Luncheon	FASHIONS AND FABRICS AT LUNCHEON SHOW Presentation of Spring costumes created by leading designers in John Walther Fabrics. Press and trade by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALTHER FABRICS	HAMPSHIRE HOUSE COTTAGE
Wednesday Jan. 19 4:30 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Private showing for the press of the McMullen Co. new Summer collection. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. Attendance strictly by invitation, which must be presented at the door. Publicity: Ralph Abercrombie, MU. 3-9560.	THE McMULLEN CO.	RITZ CARLTON HOTEL BALLROOM
Wednesday Jan. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING OF DRESSES AND SUITS Spring collection of dresses, cocktail and evening fashions by Andre d'Aulan will be shown during luncheon. Hats from Laddie Northridge. Furs from Esther Dorothy. Showing for benefit of CARE. Press by invitation. Public by reservation; contact: "Francois" Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	ANDRE D'AULAN	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 19 4:30 P.M.- 6:30 P.M. Cocktails	INFORMAL SHOWING OF KID SHOES AND ACCESSORIES The Kidskin Tanners' Guild, representing eighteen manufacturers of goat and kid leather, will present an informal showing of shoes, bags, millinery, coats, and novelties in suede kid, crushed, and glazed kid. Attendance by invitation. Publicity: Rhea Nichols, or Antoinette McShan, MU. 6-1623.	KIDSKIN TANNERS' GUILD	HOTEL CHATHAM MAIN DINING ROOM
Thursday Jan. 20 1:00 P.M. Luncheon	SPRING SUITS AT LUNCHEON SHOW Russeks will present Spring suits for town and travel during luncheon. Public by reservation; contact: Ronnie MacNichol, PL. 9-3000, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Jan. 27 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will have their Accessories Division luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Friday Jan. 28 12:00 Noon Luncheon	PRESS SHOWING OF SUMMER FASHIONS Sylvan Rich will present his Summer collection of Martini Diminutives and Martini Designed Fashions to the N.Y. press during luncheon. Attendance by invitation only. Showings for the trade at 1:00 P.M. daily beginning Monday, Jan. 31. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DIMINUTIVES & MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM
Tuesday Feb. 1 4:00 P.M.	PRESENTATION OF SUMMER COLLECTION Sam Friedlander will present his Summer collection, designed by Sara Ripault, to the press and trade on Tuesday, Feb. 1 at 4:00 P.M. and daily thereafter at the same time through Feb. 8. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM

MUSIC...MOVIES...THEATRES...TELEVISION

Week Of Jan. 10 METROPOLITAN OPERA, 7TH WEEK METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.
MONDAY, JAN. 10: "DIE WALKUEERE", (Wagner). Conductor: Stiedry.
TUESDAY, JAN. 11: "LA TRAVIATA" (Act 1); "RIGOLETTO" (Act 2); "AIDA" (Act 2).
WEDNESDAY, JAN. 12: "LOUISE" (Charpentier). Conductor: Emil Cooper.
THURSDAY, JAN. 13: "RIGOLETTO", (Verdi). Conductor: Cimara.
FRIDAY, JAN. 14: (Student Matinee) "LUCIA DI LAMMERMOOR" (Donizetti).
Conductor: Cimara.
FRIDAY, JAN. 14: (Eve.) "SIEGFRIED" (Wagner). Conductor: Stiedry.
SATURDAY, JAN. 15: (Mat.) "L'AMORE DEI TRE RE", (Montemezzi).
SATURDAY, JAN. 15: (Eve.) "LUCIA DI LAMMERMOOR", (Donizetti). Cond.: Cimara,
Publicity: Margaret Carson, PL. 8-1200.

Tuesday Jan. 11 TELEVISION: "VANITY FAIR" VIDEO SERIES CBS-TV CHANNEL 2
"Fashion Forecast for 1949", clothes for 1949 from leading designers.
1:00 P.M.- Adele Simpson, Claire McCardell and Ceil Chapman will lead discussion.
1:30 P.M. New hair styles shown by Mala Rubinstein of Helena Rubinstein. Publicity:
Helen Bratrud, CBS, PL. 5-2000.

Wednesday Jan. 12 OPENING: "THE SMILE OF THE WORLD" LYCEUM THEATRE, 45TH EAST OF B'WAY
The Playwrights' Co. presents Ruth Gordon and Otto Kruger in Garson Kanin's
new play about a Supreme Court justice and his wife. Director: Garson
Kanin. Miss Gordon's costumes by Mainbocher. Sets. Donald Oenslager.
Publicity: William Fields, CI. 5-7930.

Wednesday Jan. 12 PREMIERE: "THE ACCUSED" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Paramount Pictures presents Loretta Young and Robert Cummings in a modern
psychological drama about a woman college professor and a handsome young
student. With Douglas Dick, Wendell Corey, Sam Jaffe and Sara Allgood.
Producer: Hal Wallis. Director: William Dieterle. Costumes: Edith Head.
Publicity: Rex Taylor, BR. 9-8700.

Thursday Jan. 13 PREMIERE: "LETTER TO THREE WIVES" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50
Twentieth Century-Fox presents a modern story of three wives and the effect
of an anonymous letter on their lives. Starring Jeanne Crain, Linda
Darnell, Ann Sothorn, Kirk Douglas, Paul Douglas and Jeffrey Lynn.
Director: Joseph Mankiewicz. Producer: Sol Siegel. Costumes: Kay Nelson.
Publicity: Jeannette Sawyer, CO. 5-3320.

Thursday Jan. 13 OPENING: "ALONG 5TH AVENUE" BROADHURST THEATRE, 44TH W. OF B'WAY
A new musical revue, presented by Arthur Lesser, starring Nancy Walker,
Carol Bruce and Hank Ladd. Sketches by Charles Sherman and Nat Hiken;
music by Gordon Jenkins; lyrics by Tom Adair. Director: Robert Gordon.
Choreography by Robert Sidney with Jackie Gleason. Sets: Oliver Smith.
Costumes: David Ffolkes. Publicity: Richard Maney, WI. 7-6939.

Beginning Thursday Jan. 13 OPENING: NEW YORK CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Ten performances, from Jan. 13 through Jan. 23, on Thursdays through
Sundays only.
THURSDAY, JAN. 13: "FOUR TEMPERAMENTS", "TIME TABLE", SYMPHONY IN C".
FRIDAY, JAN. 14: "MOTHER GOOSE SUITE", "DIVERTIMENTO", "THE SEASONS".
SATURDAY, JAN. 15: "CONCERTO BAROCCO", "ORPHEUS", "SYMPHONY IN C".
SUNDAY, JAN. 16: (Mat.) "SERENADE", "ORPHEUS", "FOUR TEMPERAMENTS".
SUNDAY, JAN. 16: (Eve.) "SERENADE", "TIME TABLE", "SYMPHONY IN C".
Artistic director: George Balanchine. Musical Director: Leon Barzin.
General director: Lincoln Kirstein. Publicity: Marian Graham, at Jean
Dalrymple office, MU. 8-3847.